

Company and Product Launch

American Pasteurization Company

Challenge: To provide media relations for the launch of a post-packaging meat pasteurization company. The company is the first in the nation to offer breakthrough high-pressure processing technology on a commercial tolling basis which allows low-volume food producers access to the technology without purchasing equipment.

Target: Trade media in the meat, food and grocery industries.

Solution: Bottom Line worked closely with the client to overcome the short lead time of the project and the extremely technical nature of the high-pressure pasteurization process. Bottom Line produced an essential information/media kit that introduced the company and the technology to the media and potential customers. The kit conveyed the stability and professionalism of the newly-formed company, and translated the complex process into easily understandable terms using copy and graphics. Bottom Line then conducted story pitches with the media.

Outcome: The launch was a success, generating media coverage locally in *The Business Journal of Milwaukee* and in a number of key national trade publications, including *Meat Processing*, *Meat Marketing & Technology*, *National Provisioner*, *Food Quality and Grocery Headquarters*.